

Digital Marketing at Kate Spade New York
Kristina DiMatteo Fields, Senior Digital Marketing Manager
April 9, 2014

Summary by Kristina Bergman

Modern technology has added a lot of fun to the marketing that companies are now able to do. Kristina DiMatteo Fields, a TMD alum who is the Senior Digital Marketing Manager for Kate Spade New York, talked about the different ways that Kate Spade is using digital technology to market the brand. This is an area of business that is very new, but is expected to keep expanding.

In order to market a brand, it is important to establish the brand's identity. The Kate Spade New York brand has designed the life of its "girl," who is the type of person that drives all of the digital marketing. The Kate Spade girl is colorful, bold, and playful. Those pillars of the brand must be kept in mind for everything that Kristina does for the company. The brand identity also is important when considering the brand's demographic. Kate Spade's demographic is professional women between the ages of twenty five and forty four; therefore, the Kate Spade "girl" must be like the demographic. So much thought goes into creating the brand image, and the Kate Spade girl is so detailed that they have come up with everything from the type of car she would drive, to her favorite hotel, to the way she would decorate her apartment.

Once the brand's identity is made clear, it is used very creatively in social media. Social media creates brand loyalty. The CEO of Kate Spade believes that if people are fans of the brand, they will become customers of the brand. Social media is a way to make people fans since it is a convenient way to tell the brand's story. Kate Spade uses Facebook, Twitter, Tumblr, Instagram, Pinterest, YouTube, and Foursquare. Etiquette is important when it comes to social media, such as being prompt with customer service. It is also important to pay attention to competitors' social media.

Aside from social media, Kristina is involved with digital media, which is the type of marketing that has more return on investment, since it is paid-for advertising. One form is banners on website pages for sites such as online magazines. Another is search engine marketing, which is the cheapest and ugliest advertising, yet it works. Lastly there is mobile and tablet advertising which can target certain types of people.

Another aspect of digital marketing is brand collaboration with bloggers. Blogs are very popular nowadays, so having top bloggers advertise Kate Spade's products has proved to be very successful when it comes to sales. This is a fun part of Kristina's job. There are even extravagant social events for the bloggers in which the decoration is all in the Kate Spade style in order to set an exciting atmosphere. Details are very important to that brand. Some other collaborations that Kate Spade has are with Paperless Posts, Fathom City Guides, Vespa, and Keds.

This was my favorite presentation thus far because this is a dream job for me. It is obvious how much Kristina truly loves her job and the company she works for, which makes her a very lucky person. The Kate Spade Company is exactly my style. It is inspiring that someone who was in my shoes not too long ago at URI has made it to such an amazing career.